

#TEDxCTVP

Viewing Party Toolkit

Building the TEDxCapeTown community

TED^xCapeTown

x = independently
organized TED event

Why Viewing Parties?

Ideas worth sharing, must be shared

- Allows more people to be part of this magical day
- Breaks down the silo's we see around geographic regions
- TEDx is a wonderful community, and we want more people to experience it!
- Lower the barrier to those that cannot afford a TEDxCapeTown ticket
- Lower the barrier to those that do not have the mobility means to attend TEDxCapeTown in Cape Town
- Have fun with the rest of the TEDxCapeTown organizing team!

All of this results in a fascinating environment conducive to idea sharing and exploring the crazy ideas that challenge the *status quo*



How do I tune in?



www.tedxcapetown.org

We will be streaming TEDxCapeTown on the tedxcapetown.org homepage

Simply type in www.tedxcapetown.org into your web browser and you will be directed to the live stream.



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Connection & Equipment

1. A laptop or computer
2. Wired internet connection (wireless can be problematic when streaming video)
3. Speakers for the audio
4. Projection-style TV screen to display the streaming video
 - Components for connecting your computer or laptop to the TV (See “How to connect a MAC to a TV” or “How to connect a PC to a TV” separate PDFs, both included in this .zip file.)
5. 1Mbps download speed

*Should we experience technical difficulties, please be patient as we work our very hardest to restore the feed efficiently.

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Event suggestions

Hosting your Viewing Party in a public space

There will be numerous venues near you, particularly during the day, that are willing to host groups of people as long as a minimum is met.

If there is a place/venue with big screen TV's or a projector - whether at a coffee shop, restaurant, bar, library, or organization – give them a call and ask if they'd be willing to host however many people you are planning for your viewing session.

- If your guests and the venue has the ability to plug a laptop into their TV – and transmit audio from the event, too – then you're good to go!
- Study the program, schedule, and break times in advance. Times are based on SAST (GMT +2), or check online for the exact time difference from your country.

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Event suggestions

Hosting your Viewing Party in a private space

If you are hosting this in a private space, please ensure that you have clearance from whoever you need to about others joining you and your viewing party.

We encourage you to be open to others wanting to participate and be part of TEDxCapeTown. It's a great opportunity for you to meet other interesting minds, broaden your network and share the experience with others.



[@ingridsinclair](#)

Ingrid Sinclair

had my mind blown at [#tedxct](#) today...
What did you do?

16 Apr via [Mobile Web](#) ☆ [Favorite](#) ↻ [Retweet](#) ↩ [Reply](#)

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The schedule with talks will be published on www.tedxcapetown.org on the day, 20 July. But plan ahead, the talks kick-off at 09h00 and end at 17h00

- We have found that if you plan your food and drinks in advance, you won't miss a minute of the broadcast.
- Try to close your laptops and put away your smartphones. The true gift of TED and TEDx is the gift of attention. You will get so much more out of TEDxCapeTown if you really focus.
 - Pssst..we agree with the above point, but please let us know how things are going your side, and Tweet during the breaks. #TEDxCT

If the signal is interrupted, don't panic. It may come back in just a minute or two. If you think your computer has crashed, restart it. Try switching to a different quality feed (high, medium or low) or try refreshing your screen or logging back in.

Please understand that due to Internet conditions beyond our control, the picture could vary.

*Also, feel free to tweet any issues using the hashtag **#tedxctvp** or **#tedxct** and give the community a chance to assist.

5 simple steps to follow

1. Find a suitable venue, and make sure you can use it for the day
2. Signup to our Viewing Party list or Viewing Party map (if the map is live already) – www.tedxcapetown.org/tedxcapetown-2013-viewing-party
3. Read through all material that came with this document to ensure you are prepared for the day
4. On the day: Have fun and enjoy the TEDxCapeTown viewing party with your fellow TEDx'ers
5. Post event: Let us know how it went, we'd love to hear from you

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@TEDxCapeTown

#TEDxCT

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Connect

TEDx is a wonderful environment to meet other interesting minds, share ideas and let those crazy conversations run wild, make the most of it!

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Conversational ideas

Take photos and upload them to your Flickr account and tag them with TEDxCT.

- We may feature them onstage! Be creative!

Tweet questions for speakers and comments to us: #tedxctvp.

- We'll be monitoring Twitter all day to ensure that any comments we can accommodate are passed along to speakers and that any technical issues that may be impacting livestreaming are addressed as fast as humanly possible.

The theme of TEDxCapeTown 2012 is “Amazing people, Crazy Places”

- Following each speaker, ask the group to discuss how the talk fits into this theme and how it was inspirational, innovative, or insightful to each party-goer.
 - Ask your guests to describe one thing they've experienced recently that reminded them of their inquisitive childhood, and why that memory has impacted them positively.
 - Encourage the group to tell at least one other guest who s/he would love to see speak in-person at a TEDxCapeTown event and why. And, as an added conversation starter, ask the participants to interact with someone they haven't met. Then, send us those speaker ideas to speakers@capetown.org
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Where are the live venues?



Cape Town

The Baxter Theatre, Rondebosch

Johannesburg

Thoughtworks, Braamfontein

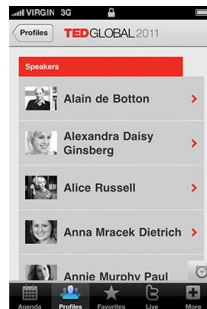
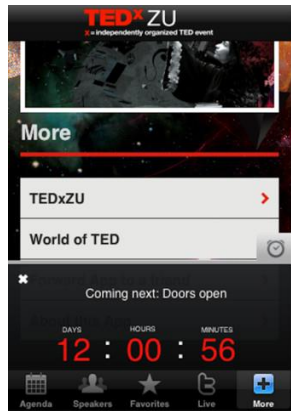


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And global broadcast

designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. TEDx events are fully planned and coordinated independently, on a community-by-community basis. [Learn more »](#)



Global
Website, mobile apps

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FAQ's

- **Do we still pay the R350 to attend TEDxCapeTown at The Baxter Theatre?**
No, you do not need to pay anything. We are offering a FREE livestream to you
- **Do we charge people to attend the Viewing Party?**
You decide, however ALL ticket sales must go towards event costs. E.g. Venue hire, Food & Beverage
- **How do we manage and promote Viewing Party?**
This is up to you, however, please be respectful of the TEDxCapeTown brand and ensure to communicate the viewing party as a TEDx viewing party and not a TED viewing party. We will also assist by promoting your Viewing Party through our communication channels.
- **Viewing party official hash tag?**
#TEDxCTVP

More about TEDx Cape Town

- What action do we seek?

1. To stimulate conversation within & across sub-segments - Get involved - time, resources, \$, skills; Fun is an outcome
 2. To facilitate development of projects & initiatives - take ideas/initiatives back into their organization; influencing organizational innovation
 3. To communicate tangible success stories
- Conversations
 - Wider ripple effect beyond the event
 - Influencer communications
 - Building community offline
 - Community acting as a connector



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More than just an event



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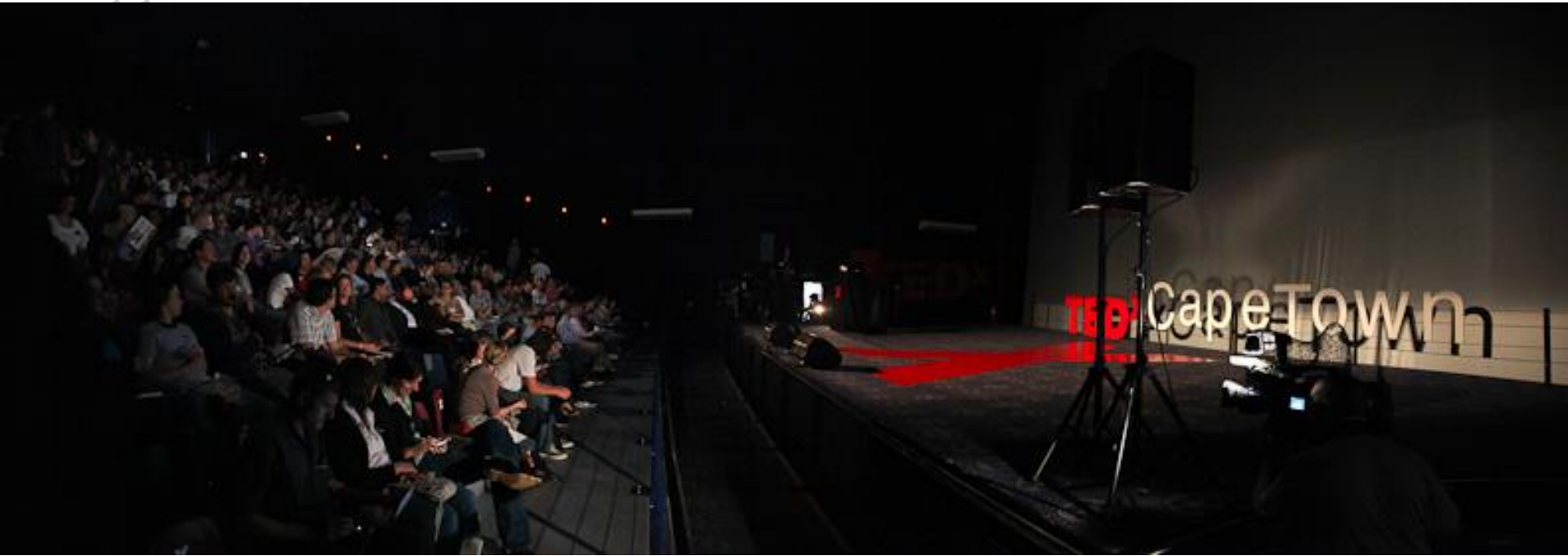
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“ It's important to us to close the loop. Find people who overcame the odds, built their community, then showcase the success.

With TEDxCapeTown we aim to create the right kind of platform for this. ”

Bernelle, February 2013

Thank YOU



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